

# **MEDIA KIT 2018**

— *for* —

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Solutions*** Today

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# Editorial Calendar 2018

- 49,000+ readership
- Published in English, bi-monthly

	COVER STORY	VERTICAL MARKET	CCTV	SPECIAL PRODUCT FEATURE	ACCESS CONTROL	REGIONAL REPORT
<b>1 JAN / FEB</b> Editorial Deadline 24 November 2017 Advertisement Deadline 1 December 2017	Security Robots	<ul style="list-style-type: none"> <li>• Artificial Intelligence</li> <li>• SMART Home / Office Robots</li> <li>• Surveillance Robots</li> <li>• Law Enforcement Robots</li> <li>• Border Security Robots</li> </ul>	IP Cameras	Robotics	Robotic Detection	Middle East
<b>2 MAR / APR</b> Editorial Deadline 26 January 2018 Advertisement Deadline 02 February 2018	SMART Cities / Public Venues SMART Homes Transport Safety	<ul style="list-style-type: none"> <li>• Perimeter / Venue Security</li> <li>• Body Hacking (RFID Chipping)</li> <li>• Elderly Care</li> <li>• SMART Fire Systems</li> <li>• SMART Parking</li> <li>• Anti-Crime</li> </ul>	Media Server Solutions IP Cameras	SMART Parking	SMART Locks SMART Barriers	Asia Pacific (APAC)
<b>3 MAY / JUN</b> Editorial Deadline 29 March 2018 Advertisement Deadline 06 April 2018	AR Surveillance Artificial Intelligence	<ul style="list-style-type: none"> <li>• SMART Surveillance</li> <li>• SMART Fire Detection</li> </ul>	Video Management Solutions (VMS)	Fire Detection	Artificial Intelligence Identity Management Solutions	Europe (EU)
<b>4 JUL / AUG</b> Editorial Deadline 01 June 2018 Advertisement Deadline 08 June 2018	Ransomware Malware Hacking Data security	<ul style="list-style-type: none"> <li>• Hackers</li> <li>• Devops</li> <li>• Software</li> <li>• Firewalls</li> </ul>	Surveillance Software	Anti- Malware Anti- Spyware Data Security Solutions	Encryption	Europe & N/S Asia
<b>5 SEP / OCT</b> Editorial Deadline 03 August 2018 Advertisement Deadline 08 August 2018	Homeland Security Border Security	<ul style="list-style-type: none"> <li>• Current / Recent Attacks</li> <li>• Anti-terror Solutions</li> <li>• People Counters</li> </ul>	CCTV With People Counting Solutions	People Counters	Perimeter Security Solutions	USA
<b>6 NOV / DEC</b> Editorial Deadline 28 September 2018 Advertisement Deadline 05 October 2018	Facial Recognition Iris Emotion Recognition Fingerprints Voice	<ul style="list-style-type: none"> <li>• Airport/ Banking</li> <li>• Law Enforcement</li> <li>• Cyber / SMART</li> <li>• Mobile Security</li> <li>• Retail</li> <li>• Perimeter Security</li> <li>• Identity (Security Printing)</li> </ul>	CCTV With Facial Recognition / Lip Recognition	Biometric Solutions (Latest Tech)	Biometric Solutions Iris Recognition Emotion Recognition Sound Recognition Body Scanners	South East Asia

Plus a product showcase of: CCTV Surveillance & IP Surveillance • Access Control • Intrusion / Detector Devices / Systems • Mixed Category

# Readership

## Readership by Region



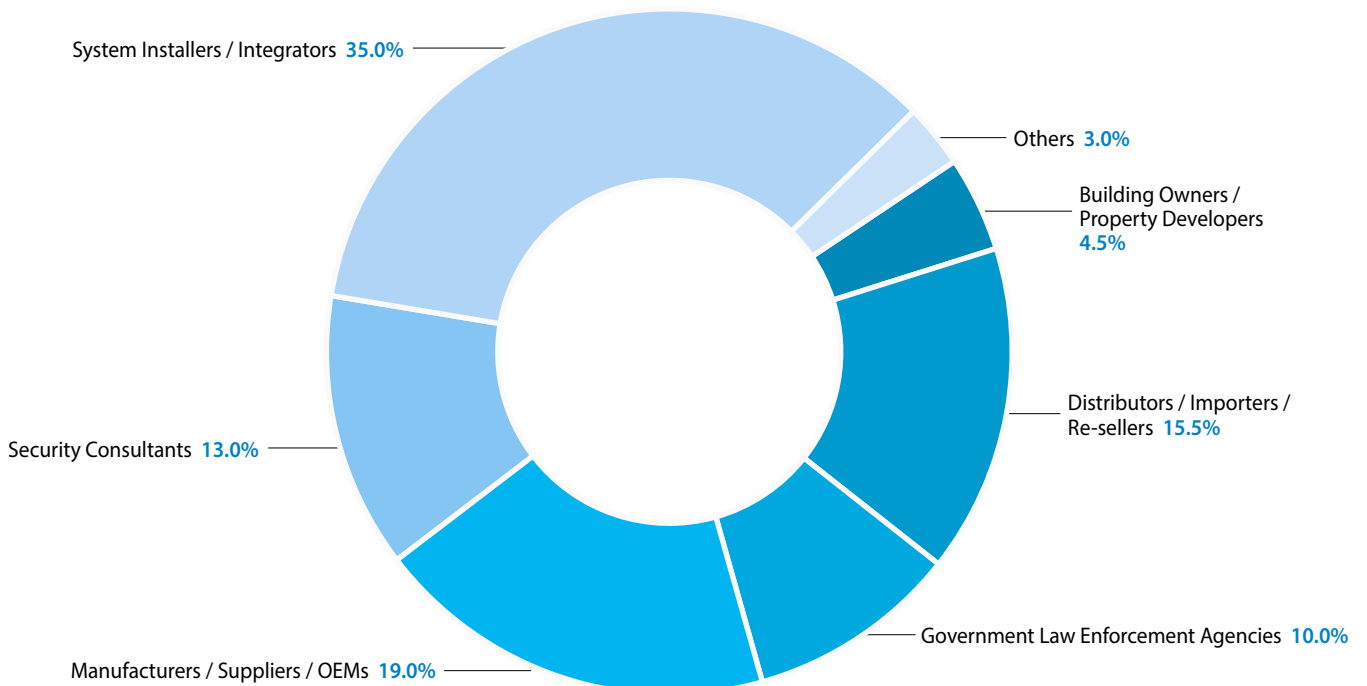
### Southeast Asia 24,066

Brunei	52
Indo-China	2,506
Indonesia	1,492
Malaysia	8,408
Myanmar	404
Philippines	830
Singapore	8,762
Thailand	1,612

### Total 49,304

Southeast Asia	24,066
East Asia	14,876
South Asia	2,690
Oceania	476
Middle East	2,182
Europe	3,766
North America	1,248

## Readership by Job Function

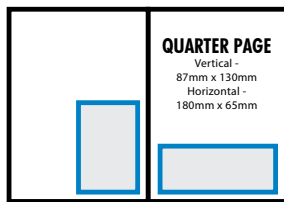
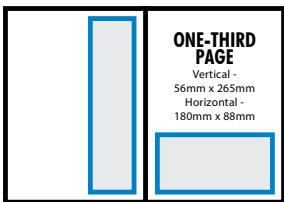
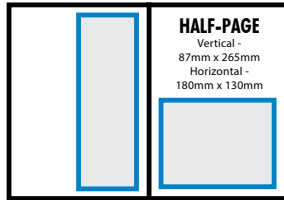
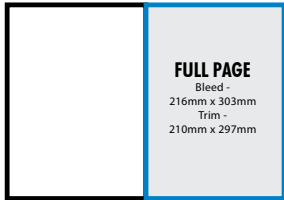
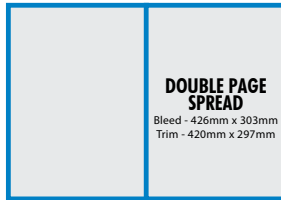


# 2018 EXHIBITION PARTICIPATION & DISTRIBUTION

\*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	Security & Counter Terror Expo 2018	London	United Kingdom	6 – 7 March
	Worldbex 2018	Manila	Philippines	14 – 18 March
MAR / APR	World Border Security Congress 2018	Madrid	Spain	20 – 22 March
	IoT Asia 2018	Singapore	Singapore	21 – 22 March
	Secutech 2018	Taipei	Taiwan	25 – 27 April
MAY / JUN	Asian Securitex 2018	Hong Kong	Hong Kong	9 – 11 May
	IFSEC Philippines 2018	Manila	Philippines	30 May – 1 June
	IFSEC International 2018	London	United Kingdom	19 – 21 June
JUL / AUG	ConnecTech Asia 2018	Singapore	Singapore	26 – 28 June
	*Secutech Vietnam 2018	HCM City	Vietnam	16 – 18 August
	*Security Essen 2018	Essen	Germany	25 – 28 September
SEP / OCT	*Safety & Security Asia 2018	Singapore	Singapore	2 – 4 October
	Security China 2018	Beijing	China	23 – 26 October
NOV / DEC	IFSEC Southeast Asia 2018	Bangkok	Thailand	14 – 16 November
	Counter Terror Asia Expo 2018	Singapore	Singapore	4 – 5 December

## PRINT ADVERTISING



## SOCIAL MEDIA

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#### Webtorial USD600 / SGD840 per post

- We offer editorials on our website ([sst.tradelinkmedia.biz](http://sst.tradelinkmedia.biz))
- Product Description: 500 – 1000 words
- Image: jpg format (minimum 100 dpi resolution)
- Will be shared on SST facebook (*rates on the last page*)



#### Vidtorial USD300 / SGD420 per post

- We offer video demos on products/projects on youtube
- Caption on SST facebook and to our online subscribers (*rates on the last page*)

## DIGITAL ADVERTISING

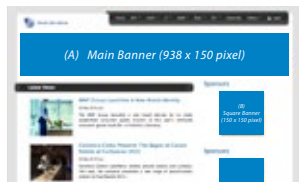
Security SolutionsToday also provides online reach to professional readers on digital platform. We offer :

**Site Analytics** Source : Google Analytics (January 2017)

#### Monthly Traffic :

- Unique Visitors: 35,518
- Page views: 75,547
- Average time onsite: 4.30 min
- Pages per visit: 3.5
- Registered subscribers: 25,714

#### Web Banners



(A) Main Banner  
(938 x 150 pixel)  
**USD1,000 per month /  
SGD1,400 per month**

(B) Square Banner  
(150 x 150 pixel)  
**USD500 per month /  
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#### Newsletter Banner



(C) Newsletter Banner  
(580 x 150 pixel)

- Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)

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Project Story  
**USD100 per post / SGD140 per post**



Event Listing  
**USD215 per listing / SGD300 per listing**



Leader Banner (938 x 150 pixel)  
**USD1,500 per month / SGD2,000 per month**



Web Banner (938 x 150 pixel)  
**USD720 per month / SGD1,000 per month**

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MEDIA	AD SIZE	FREQUENCY & RATES				Issues(s) for advertisement placement:		
<b>PRINT</b>	4-COLOUR	SINGLE INSERTION		FULL YEAR <small>(6 issues)</small>		'18 '19 <input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC <hr/> Issues(s) for newsletter placement: '18 '19 <input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC		
	<input type="checkbox"/> <b>DOUBLE PAGE</b>	<input type="checkbox"/> US\$6,000.00	<input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x6	<input type="checkbox"/> S\$7,000.00 x6			
	<input type="checkbox"/> <b>FULL PAGE</b>	<input type="checkbox"/> US\$3,000.00	<input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x6	<input type="checkbox"/> S\$3,500.00 x6			
	<input type="checkbox"/> <b>TWO THIRD PAGE</b>	<input type="checkbox"/> US\$2,300.00	<input type="checkbox"/> S\$3,220.00	<input type="checkbox"/> US\$2,000.00 x6	<input type="checkbox"/> S\$2,800.00 x6			
	<input type="checkbox"/> <b>HALF PAGE</b>	<input type="checkbox"/> US\$2,000.00	<input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x6	<input type="checkbox"/> S\$2,520.00 x6			
	<input type="checkbox"/> <b>ONE THIRD PAGE</b>	<input type="checkbox"/> US\$1,600.00	<input type="checkbox"/> S\$2,240.00	<input type="checkbox"/> US\$1,500.00 x6	<input type="checkbox"/> S\$2,100.00 x6			
	<input type="checkbox"/> <b>QUARTER PAGE</b>	<input type="checkbox"/> US\$1,300.00	<input type="checkbox"/> S\$1,820.00	<input type="checkbox"/> US\$1,000.00 x6	<input type="checkbox"/> S\$1,400.00 x6			
<input type="checkbox"/> <b>ADVERTORIAL</b>	<input type="checkbox"/> <b>1 PAGE</b> <input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$4,900.00		<input type="checkbox"/> <b>2 PAGES</b> <input type="checkbox"/> US\$3,300.00 x2 <input type="checkbox"/> S\$4,620.00 x2		<input type="checkbox"/> <b>3 PAGES</b> <input type="checkbox"/> US\$3,100.00 x3 <input type="checkbox"/> S\$4,340.00 x3		<input type="checkbox"/> <b>4 PAGES &amp; ABOVE</b> <input type="checkbox"/> US\$3,000.00 x4 <input type="checkbox"/> S\$4,200.00 x4	
<b>DIGITAL</b>	<input type="checkbox"/> <b>NEWSLETTER BANNER</b> <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00		X _____ issue(s)		Preferred month(s): <b>2018</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC		
	<input type="checkbox"/> <b>MAIN BANNER</b> <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00		X _____ mth(s)		<b>2019</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC		
	<input type="checkbox"/> <b>SQUARE BANNER</b> <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00		X _____ mth(s)				
<b>SOCIAL MEDIA</b> <small>(facebook)</small>	<input type="checkbox"/> <b>WEBTORIAL</b> <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00		X _____ webtorial(s)		Preferred month(s): <b>2018</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC		
	<input type="checkbox"/> <b>VIDTORIAL</b> <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00		X _____ vidtorial(s)		<b>2019</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC		



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